



Duvet Business

Who we are



John Doe

Co-Founder
MBA, BFA
[claim to fame]



Jane Doe

Co-Founder
MBA, BFA
[claim to fame]



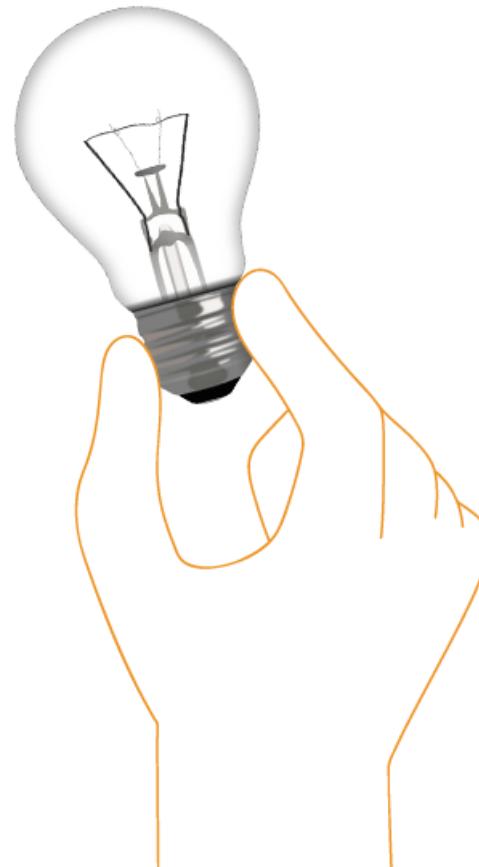
**Duvet Business is a global provider of
customized designs for your bedding
needs**

**We believe we are creating a unique product that allows you to
tune your room to your personality**



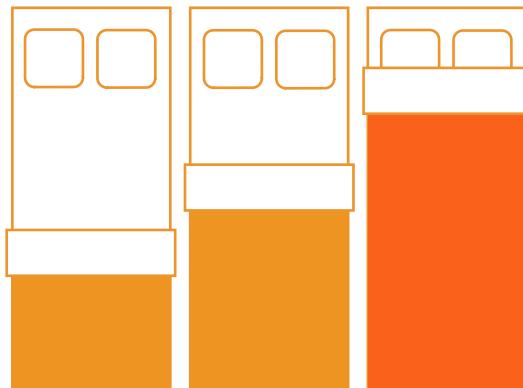
Our Mission

Transforming the intangible to
tangible



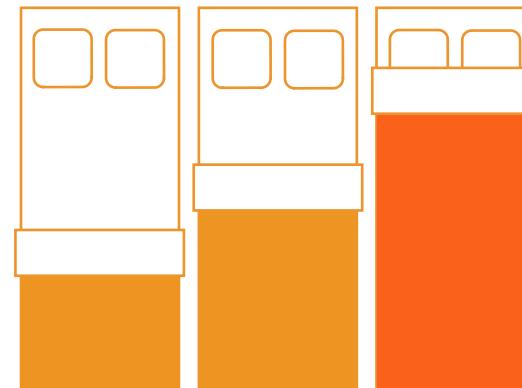
Market trends are in our favor

Health Consciousness



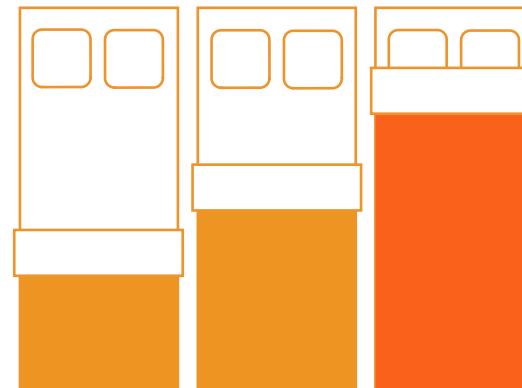
2014 2015 2016

Personal Expression



2014 2015 2016

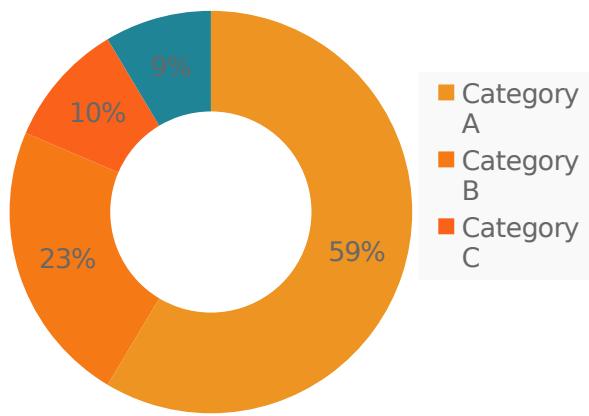
Small Luxuries



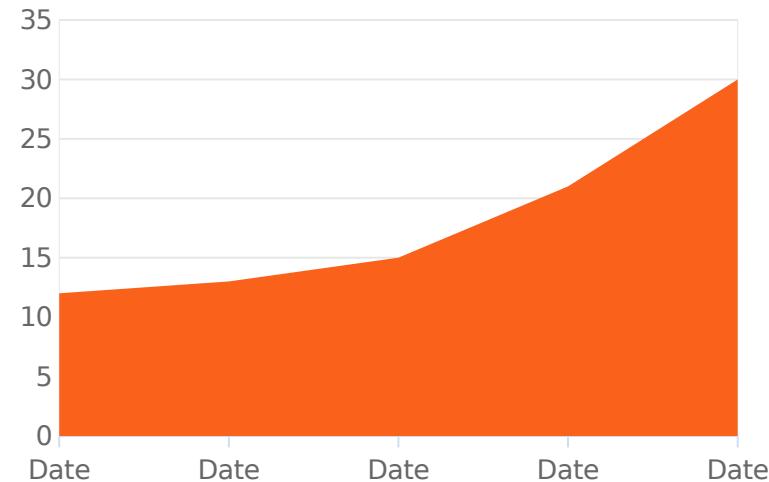
2014 2015 2016

Our results: rapid adoption, growth and profitability

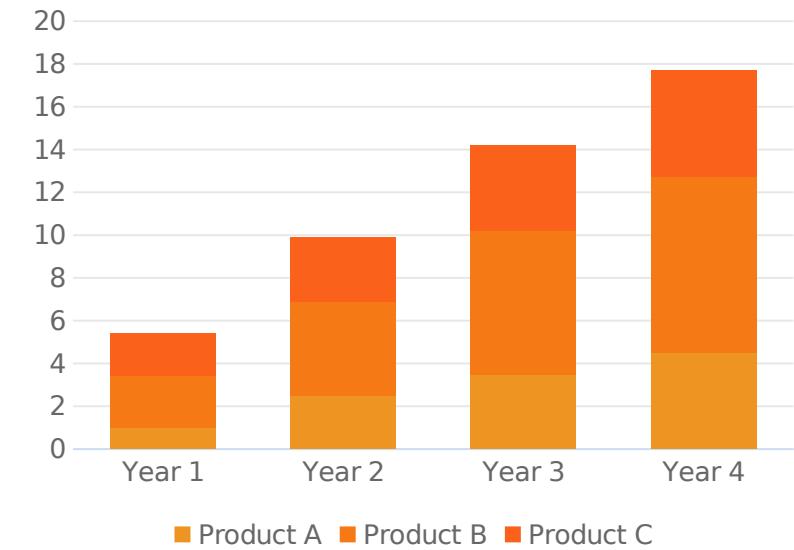
Repeat Order Rate



Active Customers



Annual Revenue



A woman with long, dark hair is sleeping peacefully in a bed. She is lying on her side, facing away from the camera, with her head resting on a white pillow. She is completely covered by a light-colored duvet. The background is a soft, out-of-focus light blue, suggesting a calm and restful environment.

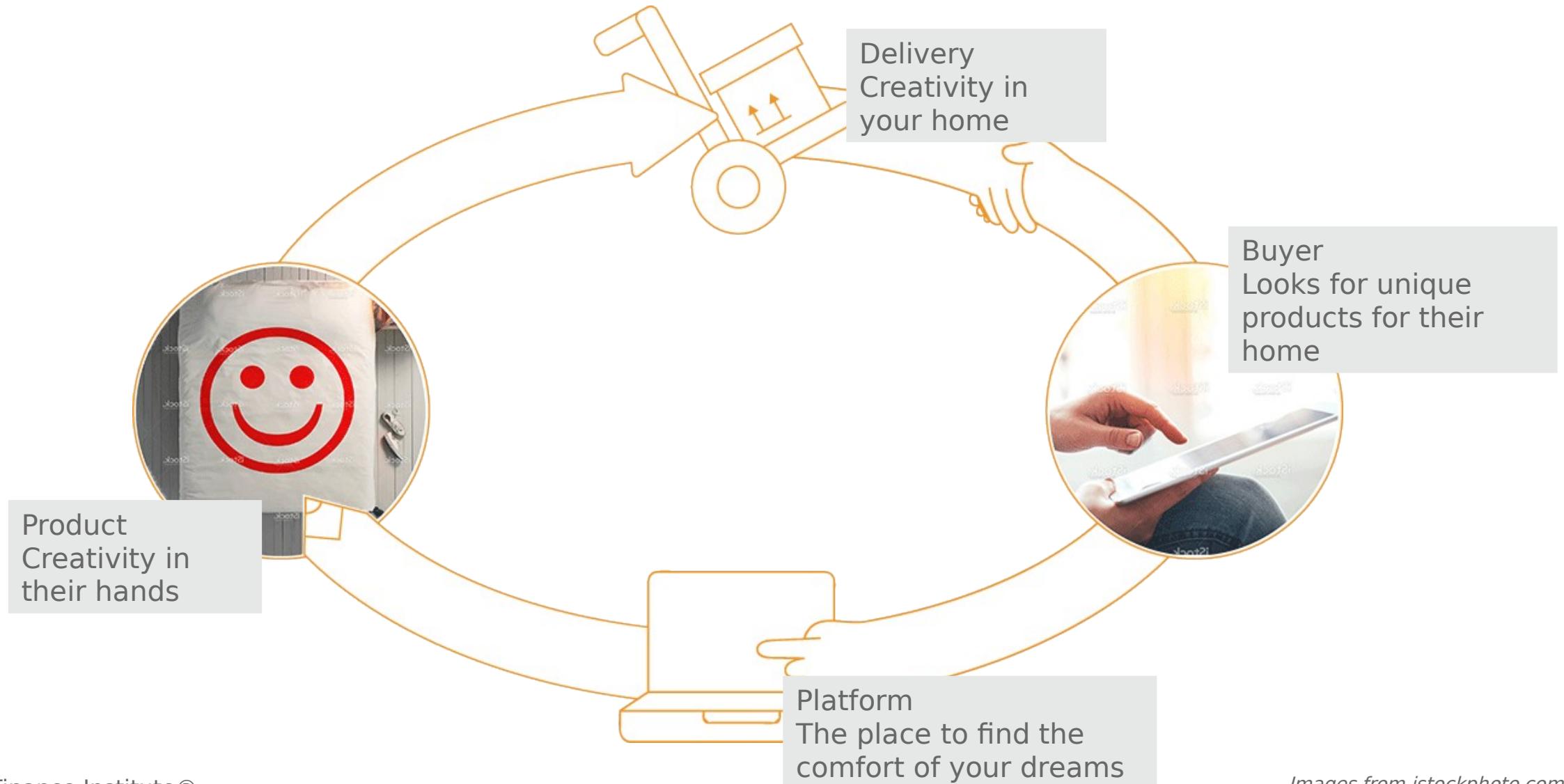
“When I go to sleep each night I feel truly at peace, all wrapped up in a duvet that I designed.”

- Loyal Customer



Our Business

Our business model is unique



Our customers are clearly defined

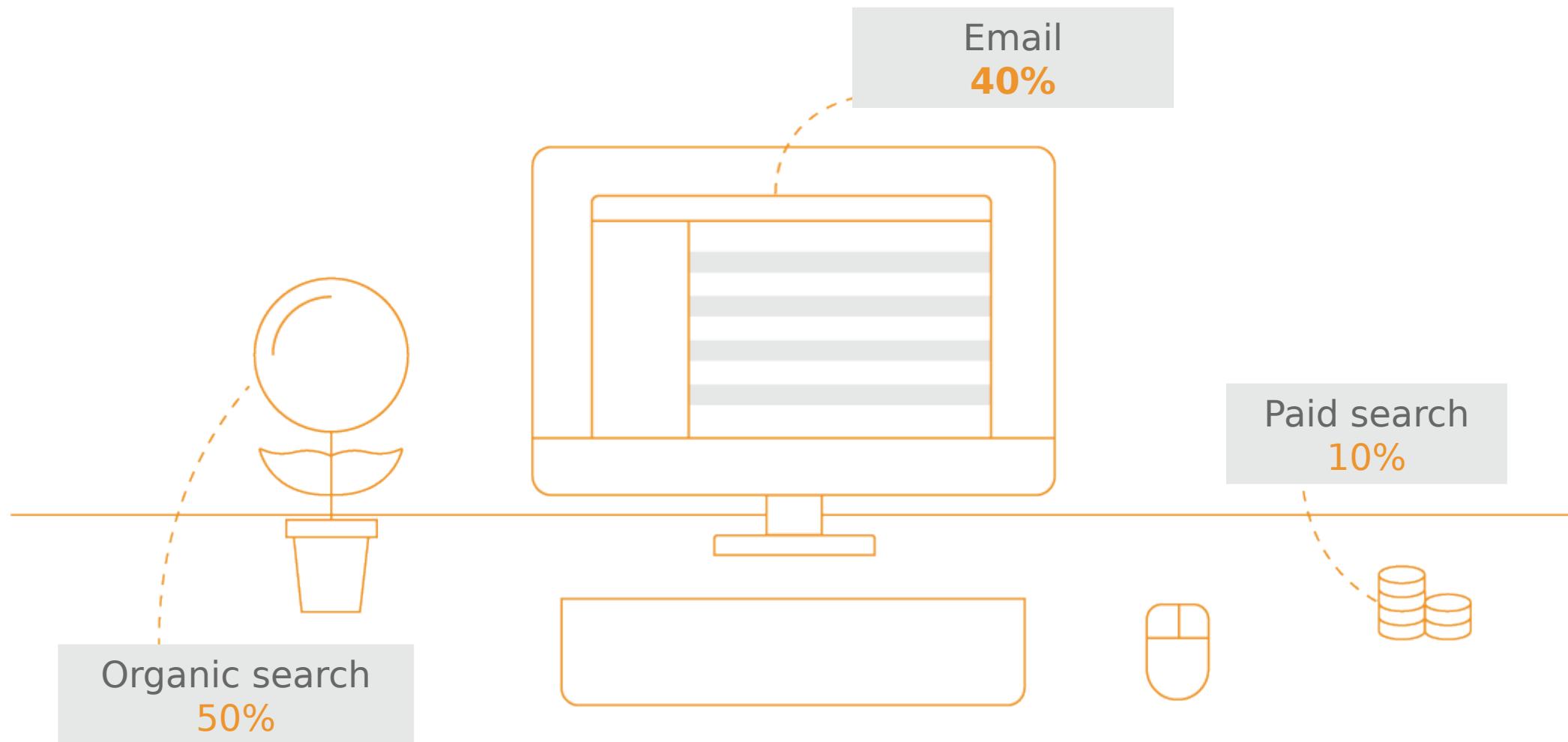
Young adults with good taste
Finally able to pay their own rent, the young adult will want to customize everything!

Avg. Age	29	27	35
Avg. Disposable income	\$16,427	\$19,612	\$22,128

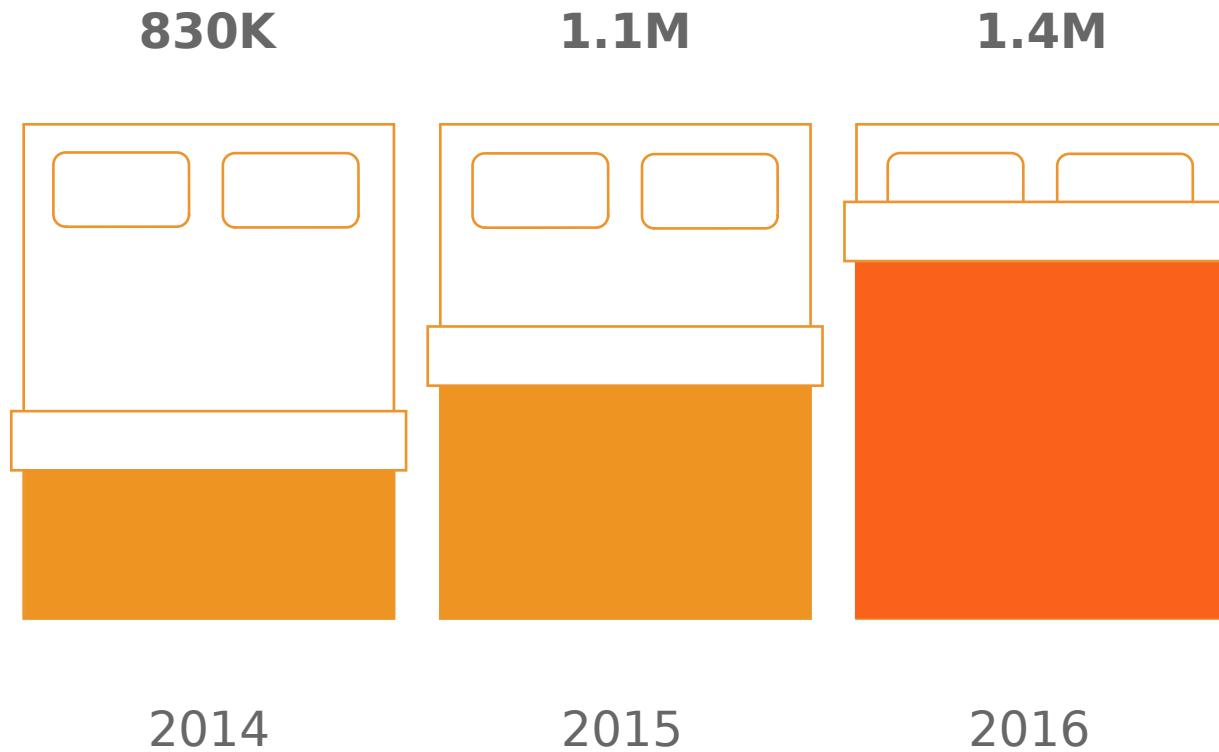
Cool moms
Looking for an original gift for her children.

Airbnb home owners
Wanting to provide a state of the art environment to their customers.

Our channels are optimized



And customers keep coming back



“I searched high and low for the perfect duvet... and finally found it by designing my own at Duvet Business. Beyond satisfied!”

- Satisfied Customer



The Path Forward

We are just getting started



Country Expansion

U.K.
China
Brazil



Product Expansion

Duvets
Accessories
Interior Design



Customer Experience

We will ask you questions
to tailor your search

Product expansion: providing our customers with...



Duvets



Accessories



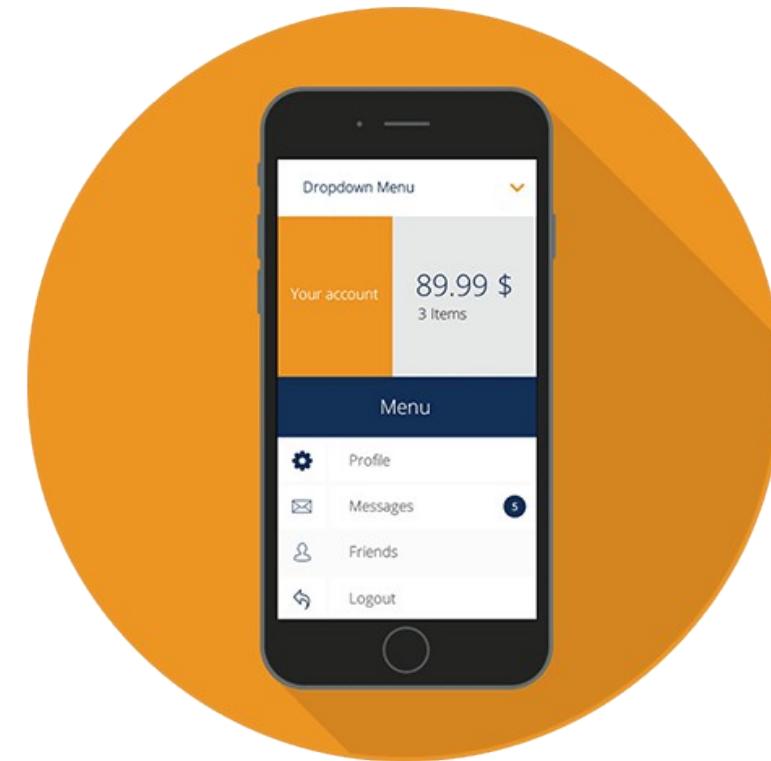
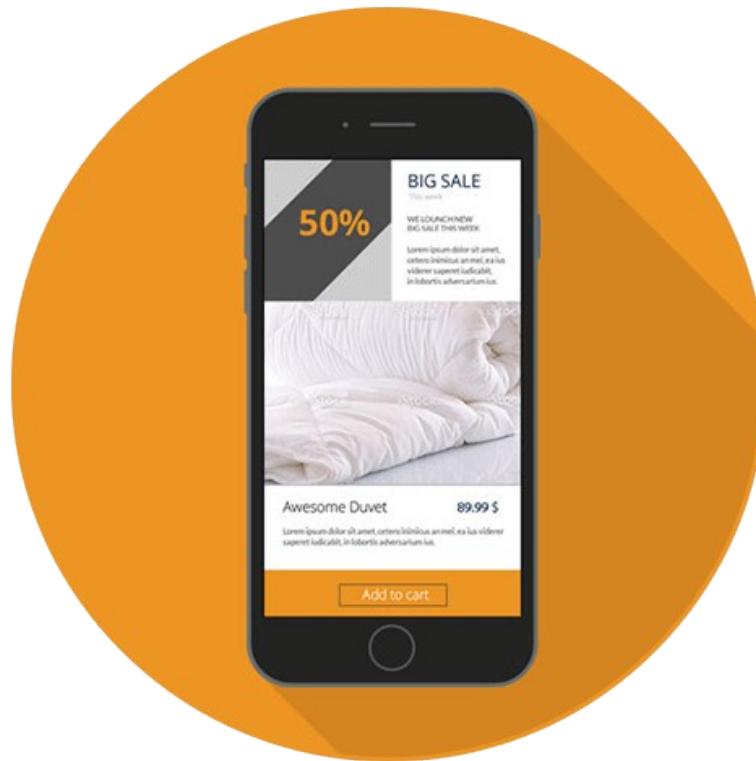
Interior design

Our business model is scalable:

We let our customers' imagination run free

Enhancing the customer experience

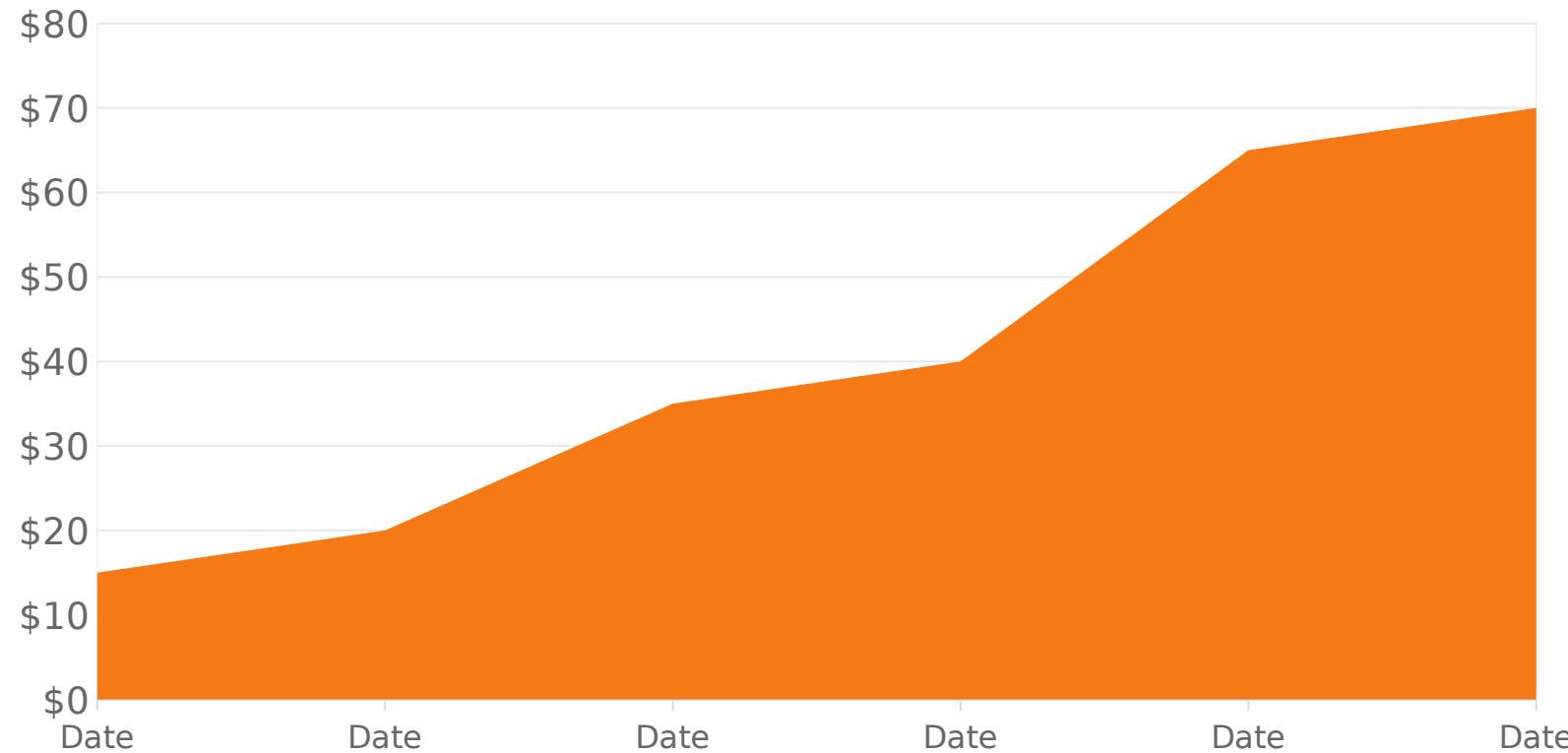
Differentiated experiences for different people



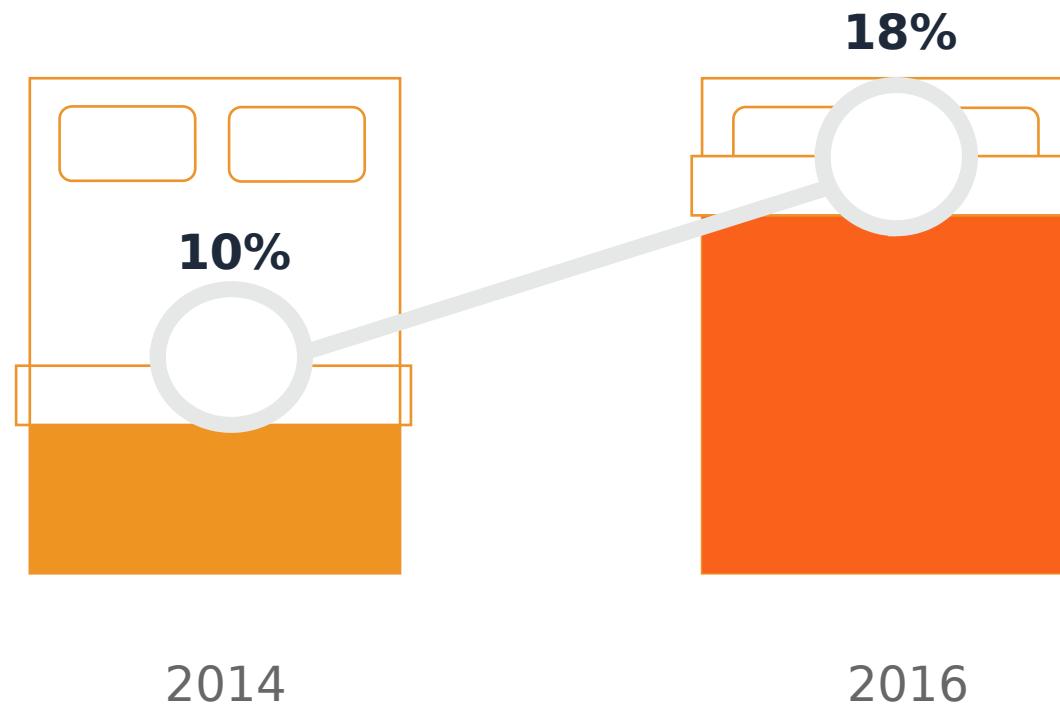


Our Financials

We are experiencing consistent revenue growth trends



And our EBITDA margins are very healthy



Which ultimately drives long term value creation

	Historical			Long Term Model*
	2014	2015	2016	
Revenue	100%	100%	100%	100%
Gross Profit	62%	65%	67%	50% - 52%
Marketing	15%	14%	14%	15% - 16%
Product development	20%	21%	22%	15% - 17%
General and Administrative	29%	25%	24%	9% - 11%
Adjusted EBITDA	10%	16%	18%	18% - 21%
EBIT	(2)%	5%	7%	7% - 10%

“I truly feel at home when I enter my room and my duvet reminds me of who I am.”

- Satisfied customer